This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently amended): A method, comprising:

receiving one or more unmodified video data streams comprised of television content;

creating one or more integrated video data streams by integrating interactive content into the one or more unmodified video data streams ~~based on~~, wherein the interactive content is customized according to one or more rules targeting ~~receiving devices in~~ a particular geographic location; and

transmitting the one or more integrated video data streams to one or more receiving devices ~~having~~ located in the particular geographic location for simultaneous display of the interactive content with the television content.

2.   (Previously presented): The method of claim 1, wherein the interactive content includes Internet advertising content and the television content includes television commercial content.

3.   (Previously presented): The method of claim 1, further comprising:

using data associated with the interactive content and data associated with the television content to link the interactive content with the television content.

4.   (Currently amended): The method of claim 1, further comprising:

displaying the one or more integrated video data streams at the one or more receiving devices ~~having~~ located in the particular geographic location to allow a user to interact with the interactive content.

5.   (Previously presented): The method of claim 1, wherein integrating the interactive content into the one or more unmodified video data streams includes integrating the interactive content with the television content without modifying the interactive content and the television content.

6. (Original): The method of claim 1, wherein the interactive content includes an advertising banner.

7. (Canceled)

8. (Currently amended): A system ~~for integrating content,~~ comprising <u>one or more processors and memory storing machine readable instructions that when executed by the one or more processors configure the system to</u>:

~~an integration unit configured to~~ create one or more integrated video data streams by integrating interactive content into one or more unmodified video data streams comprised of television content ~~based on~~<u>, wherein the interactive content is customized according to</u> one or more rules targeting ~~receiving devices in~~ a particular geographic location<u>; and</u> ~~, and further configured to~~

transmit the one or more integrated video data streams to one or more receiving devices ~~having~~<u>located in</u> the particular geographic location for simultaneous display of the interactive content with the television content.

9. (Previously presented): The system of claim 8, wherein the interactive content includes Internet advertising content and the television content includes television commercial content.

10. (Previously presented): The system of claim 8, ~~further comprising~~ <u>wherein the instructions, when executed by the one or more processors further configure the system to</u>:

~~a storage unit configured to~~ store data associated with the interactive content and data associated with the television content; and

~~a linking unit configured to~~ link the interactive content with the television content based on the <u>stored</u> data ~~stored in the storage unit~~.

11. (Previously presented): The system of claim 8, ~~further comprising~~ <u>wherein the instructions, when executed by the one or more processors further configure the system to</u>:

~~a receiving unit configured to~~ receive the one or more integrated video data streams; and

a display unit configured to display the one or more integrated video data streams and to allow a user to interact with the interactive content.

12.   (Previously presented): The system of claim 8, wherein the ~~integration unit is configured~~wherein the creating of the one or more integrated video data streams includes integrating ~~to integrate~~the interactive content with the television content without modifying the interactive content and the television content.

13.   (Original): The system of claim 8, wherein the interactive content includes an advertising banner.

14.   (Canceled)

15.   (Currently amended): A method for processing one or more video data streams, the method comprising:

        receiving one or more unmodified video data streams;

        downloading interactive content customized according to one or more rules targeting a particular geographic location;

        integrating, ~~based on one or more rules targeting receiving devices in a particular geographic location,~~ the interactive content with the one or more unmodified video data streams to create one or more integrated video data streams; and

        transmitting the one or more integrated video data streams to one or more receiving devices ~~having~~located in the particular geographic location for simultaneous display of the interactive content with the one or more unmodified video data streams.

16.   (Canceled):

17.   (Currently amended): The method of claim 15, wherein the one or more receiving devices ~~having~~located in the particular geographic location include a set-top box.

18.   (Canceled):

19.   (Previously presented):   The method of claim 15, further comprising:

defining the particular geographic location to target receiving devices associated with a specific market or group.

20.   (Currently amended):   A system ~~for processing one or more video data streams~~ comprising one or more processors and memory storing machine readable instructions that when executed by the one or more processors configure the system to:

~~a receiving unit configured to~~ receive one or more unmodified video data streams;

~~a downloading unit configured to~~ download interactive content customized according to one or more rules targeting a particular geographic location;

~~an integration unit configured to~~ integrate, ~~based on one or more rules targeting receiving devices in a particular geographic location,~~ the interactive content with the one or more unmodified video data streams to create one or more integrated video data streams; and

~~a transmitting unit configured to~~ transmit the integrated video data streams to one or more receiving devices ~~having~~located in the particular geographic location for simultaneous display of the interactive content with the one or more unmodified video data streams.

21.   (Currently amended):   The system of claim 20, wherein the one or more receiving devices ~~having~~located in the particular geographic location include a set-top box.

22.   (Previously presented):   The system of claim 20, wherein the one or more unmodified video data streams include television commercial content.

23.   (Currently amended):   The system of claim 20, ~~further comprising~~ wherein the instructions, when executed by the one or more processors further configure the system to:

~~a targeting unit configured to~~ define the particular geographic location to target receiving devices associated with a specific market or group.

24.   (Currently amended):   A ~~non-transitory~~ machine-readable medium ~~providing~~ storing instructions, which if executed by ~~a~~one or more processors, causes the one or more processors to perform an operation, comprising:

creating one or more integrated video data streams by integrating, ~~based on one or more rules targeting receiving devices in a particular geographic location,~~ interactive content with one or more unmodified video data streams comprised of television content, wherein the interactive content is customized according to one or more rules targeting a particular geographic location; and

transmitting the one or more integrated video data streams to one or more receiving devices ~~having~~located in the particular geographic location for simultaneous display of the interactive content with the television content.

25.   (Currently amended): The non-transitory machine-readable medium of claim 24, storing further ~~providing~~ instructions, which if executed by the one or more processors, cause the one or more processors to perform an operation comprising:

using data associated with the interactive content and data associated with the television content to link the interactive content with the television content.

26.   (Currently amended): The non-transitory machine-readable medium of claim 24, further providing instructions, which if executed by the one or more processors, cause the one or more processor to perform an operation comprising:

displaying the one or more integrated video data streams at the one or more receiving devices ~~having~~located in the particular geographic location to allow a user to interact with the interactive content.

27.   (Currently amended):   A non-transitory machine-readable medium ~~providing~~ storing instructions, which if executed by ~~a~~one or more processors, causes the one or more processors to perform an operation comprising:

receiving one or more unmodified video data streams;

downloading interactive content customized according to one or more rules targeting a particular geographic location;

integrating, based on one or more rules targeting receiving devices in a particular geographic location, the interactive content with the one or more unmodified video data streams to create one or more integrated video data streams; and

transmitting the one or more integrated video data streams to one or more receiving devices havinglocated in the particular geographic location for simultaneous display of the interactive content with the one or more unmodified video data streams.

28.   (New): The method of claim 1, wherein the creating of the one or more integrated video data streams occurs in real-time with the transmitting of the one or more integrated video data streams.

29.   (New): The system of claim 8, wherein the creating of the one or more integrated video data streams occurs in real-time with the transmitting of the one or more integrated video data streams.

30.   (New): The non-transitory machine-readable medium of claim 24, wherein the instructions, when executed by one or more processors, causes the one or more processors to perform the creating of the one or more integrated video data streams in real-time with the transmitting of the one or more integrated video data streams.